

My passion for business was sparked at a young age. Since my family runs their own small business, I developed a keen interest in this field. This experience exposed me to various aspects of business like finances, marketing strategies and customer relations. To establish myself in this field I decided very early to shape my academics according to the requirements of this field. My name is **Gurpiar Singh Naphra**, I belong to **Punjab, India**. I did my **Matriculation** from the **Central Board of Secondary Education** in **2015**. I completed my **Senior Secondary** also from the **Same Board** in **2018**. I started learning about various business models through various news articles, social media platforms and reading some of the phenomenal writers. To establish myself further in this field I decided to pursue **BBA** degree.

As we know there are many countries which are known for their exceptional business learning programs but I am inclined towards the USA. USA is known for its outstanding education system which includes one of the top universities and faculty. While researching I learned that they have student centered learning programs which includes research projects, case studies and internships. This helps students to grow as a professional on an international level. The multicultural environment helps students to develop their social skills, which makes it easy for them to mingle at such a vast level. The work on campus programs helps students to support themselves financially. The curriculum among the university prepares students for employment and earning a good fortune. The work on campus facility helps students to support themselves financially. So accordingly, I decided to pursue my **Bachelor's in Business Administration** at **Lincoln University** in **USA**.

While researching for universities I found Lincoln University as my dream school. It is one of the most popular universities around the states. It is known for its vast variety of programs majorly in healthcare management, marketing, management and business. It is popular for its affordable fee structure and welcoming community. Their faculty and staff prepare students for professional specialization by developing their skill sets. Lincoln University is also known for its strong network into international industry which provides a broad range of professional training. The university brings the workplace into the classroom so it will be beneficial for me to gain my personal career objectives in this type of learning environment.

Through my research I found that this program is designed to develop all the practical skills. The program is designed for students with a variety of assessments, case studies and research projects. The curriculum of the BBA program at Lincoln University includes modules which provide appropriate knowledge of the subject matter. It also includes research programs which will create opportunities to understand theory and practical skills. Through the course of BBA, I will learn operations and new advancement in business, marketing strategies, global marketing strategies. It will broaden my knowledge of business management systems on a professional level. I believe that the BBA program offered at Lincoln University will conduct my abilities and potential towards the realization of my objective. I look forward to establishing myself as a successful entrepreneur in India, launching my own firm. The focus on the strategic application of business modules is suitable for aspiring candidates like me.

After completing my degree, I will return to my home country. I have decided to work with pioneers of this field like TCS, Wipro, Deloitte and Accenture to learn more hands-on and practical skills. I hope my zeal to learn new things will be appreciated by you and you will consider my application.

Thanks & Regards

Gurpiar Singh Naphra